

**Submission from the Institute of Practitioners in Advertising
dated 16 October 2007**

.....the only concern which we expressed with regard to BSkyB's share ownership in ITV was that it should not result in any co-ordination of activities or exchange of information (overt or covert) between the Sky and ITV sales forces - and that if the shareholding were approved, we should expect reassurances that this would be the case.

Since the CC provisional findings were that Sky should dispose of / reduce its shareholding in ITV, this effectively removes the basis for the concern that we expressed - and we would therefore have nothing further to say on the topic.

Geoffrey Russell
IPA Secretary and Director for Media Affairs